



Date: July 31, 2006
To: Gerald R. Miller, City Manager
From: Katherine Parsons, Public Information Officer
For: Mayor and Members of the City Council
Subject: City Report For Week Ending July 29, 2006

This *City Report* highlights various activities for the week ending July 29. Consistent with our Focus on Results (FOR) Long Beach performance management efforts, we are now using *Citywide Focus Areas* to organize our weekly activities. These Focus Areas are built upon the broad categories identified in the Strategic Plan 2010 document and provide a comprehensive framework for communicating all City programs and services.

It is our hope that this new framework will improve our ability to communicate information about the services we provide to both the City Council and the community. Please feel free to contact my staff should you have any questions.

75th ANNIVERSARY - LONG BEACH SEA FESTIVAL

Focus: Leisure, Culture and Education

City Manager

The 75th Anniversary of the Long Beach Sea Festival continues in August with the following events:

KIDS FISHING RODEO

Aug. 4, 6:00 a.m. to 10 a.m.

Belmont Veterans Memorial Pier

Youngsters can get acquainted with a lifelong hobby and win prizes in their age group during this fishing tournament. For more information, call Fred Khammar, 477.6820, or visit www.alfredosbeachclub.com/sea_festival.htm.

SEA FESTIVAL CORPORATE BEACH VOLLEYBALL TOURNAMENT

Aug. 5, 10:00 a.m. to 4 p.m.

Sand courts west of the Belmont Plaza Pool

All businesses in Long Beach are being challenged to compete in the Long Beach Sea Festival Corporate Beach Volleyball Tournament. Each co-ed team will field six players at a time. For more information, please call Erika Chidester, 562.881.5480, or email corporatevolleyball@yahoo.com.

LONG BEACH SEAFEST KITEBOARDING CHALLENGE

Aug. 5-6, 10:00 a.m. to 5:00 p.m.

Granada Launch Ramp, East Ocean Blvd. at Granada Ave.

Professional riders from around the world and local heroes will compete for the SeaFest Kiteboarding Challenge Cup and prizes totaling \$10,000. The overall combined scores from three events will determine the Champion in each class: Pro Men, Amateur Men, Pro Women, and Amateur women. Free admission; \$40 entry fee to participate. For more information, call Stephen Kent, 562.480.8862.

75th ANNIVERSARY - LONG BEACH SEA FESTIVAL (continued)

Focus: Leisure, Culture and Education

City Manager

Enjoying Sea Festival Last Week

- More than 1,300 people watched the **Movies in the Park** presentation of *Shark Tale* at Signal Hill Park on July 24, and two Long Beach city parks: Whaley Park on July 26, and Bixby Park on July 28. The Movies in the Parks series is sponsored by Signal Hill Petroleum. Park staff provided games and activities for patrons prior to the movie.
- More than 100 young sailors raced in the ocean from Downtown Long Beach to the Long Beach Yacht Club in the **Jessica Uniack Memorial Beach to Bay Regatta** on Thursday, July 27.

MAJOR HIGHLIGHTS

Focus: Business and Economic Assistance

Financial Management, Commercial Services Bureau

Utility Customer Services continues to break records for total numbers of customers served. In the first nine months of the current fiscal year, almost 400,000 customers received either service establishment or service termination; assistance with understanding gas, water, sewer and refuse bills; scheduling of gas field service orders such as pilot lighting and gas appliance checks; as well as other utility billing related services. This represents almost 50,000 more customers served than during the same period last year. This noteworthy milestone was achieved by expanding hours of operation, using individual coaching for service representatives to enhance the quality of services provided, and providing expanded 24-hour on-line services.

Focus: Health and Human Services

Health and Human Services, and Community Development

Managers from both departments attended the *Annual National Conference on Ending Homelessness*, presented by the National Alliance to End Homelessness and held in Washington, D.C. Since Long Beach has partnered with other cities and states in ending chronic homeless, the conference provided a vital opportunity to meet with federal and state representatives to discuss the goals and outlook for the needs, concerns, development and implementation of homeless plans, and obtain information about national policy on ending homelessness.

Focus: Transportation and Infrastructure

Parks, Recreation and Marine, Community Recreation Programs Bureau

The Cesar E. Chavez Amphitheatre Grand Opening was held on July 22 at 401 Golden Avenue. A ribbon-cutting ceremony was held amid a festival atmosphere of free concerts, arts and crafts, and refreshments.

UPCOMING EVENTS AND PROJECTS

Focus: Leisure, Culture and Education

Library Services

The Main Library will continue its health lecture series with *Coping with Stress* on **Saturday, August 5** at 3:00 p.m. *The Importance of Weight Loss* will be held on **Saturday, August 12** at 3:00 p.m. The free lectures are in the Main Library Meeting Room on the Lower Level.

UPCOMING EVENTS AND PROJECTS (continued)

Focus: Environment

Harbor

Following a series of public meetings this month, the public comment period for the San Pedro Bay Clean Air Action Plan has been extended by 30 days. Public comment will be accepted until **August 28** to ensure adequate time is allowed for the public to thoroughly review, evaluate and develop constructive comments to increase the effectiveness of the strategies outlined in the Plan. Because of the deadline extension, the final Plan will be completed in October, rather than September. The Port, along with the Port of Los Angeles, the U.S. Environmental Protection Agency, the California Air Resources Board and the South Coast Air Quality Management District, developed the Clean Air Action Plan. Full details of the Plan are available at www.polb.com.

MAJOR WEEKLY HIGHLIGHTS

Focus: Business and Economic Assistance

Financial Management, Purchasing Division

The following activity was recorded during the second quarter, April 1 - June 30, 2006:

Number of:

▪ Prospective bidders who downloaded a contract opportunity:	1,127
▪ Local businesses contacted by the Local Business Liaison:	794
▪ New businesses registered to receive bid notifications:	536
▪ Contracting opportunities posted on the Internet:	75
▪ Local businesses notified of a bid:	1,535
▪ Minority Business Enterprises (MBE) notified of a bid:	1,414
▪ Women's Business Enterprises (WBE) notified of a bid:	1,236
▪ Certified Small Business Enterprises (SBE) notified of a bid:	492
▪ Certified Micro Businesses notified of a bid:	97

Parks, Recreation and Marine, Special Events and Filming Bureau

Gartner Films, with a cast and a crew of 45, filmed a TV commercial, *Taco Bell*, at Blair Field on July 27.

Walt Disney Co., with a cast and crew of 15, photographed *Holiday Shoot* on Chestnut Ave. and Gaviota Ave. from July 25-26.

Focus: Community Safety

The two following operations were conducted with grant funds from the *California Office of Traffic Safety*.

- Officers from the Long Beach Police Department Traffic Enforcement Section conducted a warrant sweep targeting people who have outstanding Traffic Warrants for such violations as Hit and Run, DUI, driving on a suspended license, and driving with no license at all. Officers visited 40 residences in Long Beach, and arrested nine people with outstanding traffic warrants.
- The Traffic Enforcement Section conducted a citywide DUI Saturation Patrol, and issued 85 citations and arrested two drunk drivers.

MAJOR WEEKLY HIGHLIGHTS (continued)

Focus: Environment

Community Development, Neighborhood Services

More than 30 volunteers attended a neighborhood cleanup on July 22 at 6900 Muriel Ave., in the North Long Beach Neighborhood Improvement Area. The volunteers, with the support of NSB staff, collected nine tons of trash, debris and large discarded items. For more information, please contact Chantara_Nop@longbeach.gov.

More than 30 volunteers from the WESCA Neighborhood Association took part in a neighborhood cleanup at 2827 E. Spaulding Ave. on July 22. The volunteers, with the support of NSB staff, collected nine tons of trash, debris and large discarded items from the neighborhood. For more information please contact Chantara_Nop@longbeach.gov.

Focus: Leisure, Culture and Education

Community Development, Neighborhood Services

On July 24, Neighborhood Leadership Program participants attended a session on *Public Speaking and Presentation Skills*. Participants identified personal presentation strengths and shared techniques for preparing for the class' presentations at a City Council meeting and the class graduation ceremonies in the coming weeks. For more information, contact Francisco_Rodriguez@longbeach.gov or call 570.1010.

Community Development and Police

On July 21, the Willmore Community Police Center hosted the 5th Anniversary of the *Latinas Unidas Folkloric Group*, a non-profit group established within the Willmore Neighborhood Improvement Area. Members volunteer time and talents to display the traditions, music and dance of Mexican culture. For more information, contact Teresa_Gonzalez@longbeach.gov.

Parks, Recreation and Marine, Planning and Development Bureau

On July 27, several hundred guests enjoyed a live concert of Beatles' music and other favorite '60s tunes by *One Way Ticket* at Rancho Los Cerritos. Guests picnicked on the lawn and took self-guided tours of the historic adobe rancho, which remained open until 7:30 p.m. The museum's membership and volunteer support group, Friends of Rancho Los Cerritos, underwrote the free concert.

Parks, Recreation and Marine, Community Recreation Programs Bureau

On July 22, more than 900 participants from regional, community and neighborhood parks attended a Dodger game to watch them play the St. Louis Cardinals at Dodger Stadium. All participants received a free hot dog and soda compliments of Coca-Cola.

More than 200 people participated in *July Is Recreation Month*, featuring community softball game, barbecue, arts and crafts, moon bounces, tournaments, water games, spray pool activities, and root beer floats at four city parks: 14th Street Park, Houghton Park, Cesar E. Chavez Park, and Martin Luther King, Jr. Park.

On July 25 and 27, 150 children and parents attended the International City Theater performance of *Pollution Solution* at College Estates, Whaley, and Bixby Parks.

Recreation Park 9 Golf Course continues to host weekly camps for junior golfers, ages 5 to 17. Each attendee will receive 16 hours of instruction, four rounds of golf, four lunch meals, golf balls, and a certificate. To sign up or for more information, call 438-4012.

MAJOR WEEKLY HIGHLIGHTS (continued)

Focus: Leisure, Culture and Education

Parks, Recreation and Marine, Special Events and Filming Bureau

An estimated 2,500 people attended the Bixby Knolls Dragster Exhibition and Car Show on Atlantic Avenue from Carson Street to San Antonio Drive on July 22.

Approximately 3,000 people attended the Caribbean Sea Breeze Festival at the Queen Mary Events Park on July 23.

An estimated 2,500 people attended the Tafesilafa'i 10th Anniversary Samoan Festival at Marina Green Park from July 27 - 29.

Focus: Neighborhoods and Housing

Community Development, Redevelopment and Neighborhood Services

A total of 63 homeowners in the North Long Beach Redevelopment's DeForest Park Neighborhood Enhancement Area attended two informational workshops about Home Improvement Rebate Programs and Residential Rehabilitation Loans on July 19 and July 22. More than 50 applications have been received. Property owners from the DeForest Park area have until January 1, 2007, to apply for the Home Improvement Rebate Program and the Security Lock and Security Lighting Programs. In coordination with the Neighborhood Services Bureau, the Redevelopment Agency has reimbursed more than \$2.8 million dollars to 1,392 North Long Beach homeowners for home improvements since March 2000. For more information, call 570-6065 or e-mail Kathleen.McCleary@longbeach.gov.

Community Development, Neighborhood Services

Two teams from the Neighborhood Leadership Program (NLP) Class of 2006 completed projects along the Atlantic Avenue corridor on July 22. The teams each utilized up to \$1,000 in matching grant funds provided by the Neighborhood Services Bureau and leveraged additional community resources, supplies and services, for a combined value of \$11,000.

- One team beautified the front of the Neighborhood Resource Center at 425 Atlantic Ave. with California-friendly landscape and solar exterior lighting.
- Another team held *A Festival of Books* at Burnett Library, which featured a multi-cultural storyteller, a magician, drawings for two bicycles and two skateboards, and a pizza lunch. An affiliated NLP book drive at the Neighborhood Resource Center collected more than 500 books, which were distributed to children.

Focus: Transportation and Infrastructure

Parks, Recreation and Marine, Maintenance Operations Bureau

The freestanding restrooms at Stearns Champions Park have been completed and are open to the public.

Parks, Recreation and Marine, Planning and Development Bureau

Exterior wall plastering, window framing, and insulation work is in progress at Martin Luther King, Jr. Park pool.

July 31, 2006

Page 6

MAJOR WEEKLY HIGHLIGHTS (continued)

Focus: Transportation and Infrastructure

Street Construction Report

Water Department, Sewer & Sewer Lift Station Modifications

Contact: 570.2323

Ocean Blvd.

Corner of Ocean Blvd. and Magnolia Ave.

Estimated completion:

Late August

Long Beach Gas and Oil, Rebuilding gas regulator station

Contact: 570.2060

4th St. & Loma Ave.

3rd St. & Loma Ave.

Vista St. & Loma Ave.

Estimated Completion:

Mid September

Long Beach Gas and Oil, Gas Pipe Installation

Contact: 570.2060

Gateway West Area

Between Maine Ave. & Pacific Ave.

Between 6th St. & 3rd St.

Estimated Completion

Early August

Long Beach Gas and Oil, Gas Pipe Installation

Contact: 570.2060

Pine Ave:

Between 2nd St. & 7th St.

Alley west of Pine Ave:

Between 2nd St. & 7th St.

Estimated Completion:

Early August

Long Beach Gas and Oil, Gas Pipe Installation

Contact: 570.2060

Molino Ave:

Between Broadway and the alley south of Second St.

Estimated Completion:

Early August

Long Beach Gas and Oil, Gas Pipe Installation

Contact: 570.2060

Atherton St.

Montair Ave. to Bellflower Blvd.

Alley west of Bellflower Blvd

Estimated Completion:

Early August

Public Works, Street Improvement

Contact: Public Works

570-5160

Long Beach Blvd.

Between Wardlow Rd. and San Antonio Dr.

Estimated completion:

Early October

Public Works, Streetscape

Contact: 570-5160

Atlantic Ave.

Between 56th Street to 59th Street

South St.

Between Linden Avenue to Lime Avenue

Estimated Completion:

Early November

MAJOR WEEKLY HIGHLIGHTS (continued)

Focus: Transportation and Infrastructure

Street Construction Report

Public Works, Street Improvement

Contact: 570-5160

Stearns St.	Between Clark Avenue to Bellflower Boulevard
Estimated completion:	Early September

Public Works, Traffic Signal Improvements

Contact: 570-5160

Long Beach Blvd.	Wardlow Rd. to North City Limits
Estimated completion:	Early November

Focus: Utilities

Long Beach Gas & Oil, Gas Services Bureau

Staff completed a total of 2,854 service calls. This total included 880 gas and water utility turn-ons, and 820 turn-offs. During this period, 931 customer service orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. A total of 223 meter maintenance and billing-related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 341 emergency phone calls that resulted in 81 emergency orders being sent out.

GRM: KP: arc

cc: Christine Shippey, Assistant City Manager
Reginald Harrison, Deputy City Manager
Suzanne Mason, Deputy City Manager
City Manager Department Heads
Tom Modica, Government Affairs Manager
Jyl Marden, Assistant to the City Manager